

**South Carolina Statewide Lodging Outlook Report**  
February 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: February 2019	February 2019	% Chg	February 2019	% Chg	February 2019	% Chg	% Chg	% Chg	% Chg
United States	62.2%	0.7%	\$128.94	1.9%	\$80.15	2.6%	4.8%	2.1%	2.8%
South Atlantic**	67.5%	1.5%	\$138.81	3.7%	\$93.72	5.2%	7.4%	2.1%	3.6%
South Carolina	58.1%	0.2%	\$97.78	2.2%	\$56.85	2.4%	5.0%	2.5%	2.8%
Year-to-Date: January through February 2019	Jan-Feb 2019	% Chg	Jan-Feb 2019	% Chg	Jan-Feb 2019	% Chg	% Chg	% Chg	% Chg
United States	58.3%	0.7%	\$126.72	1.4%	\$73.82	2.0%	4.1%	2.1%	2.7%
South Atlantic**	63.0%	1.3%	\$132.33	2.2%	\$83.41	3.6%	5.7%	2.1%	3.4%
South Carolina	52.7%	0.4%	\$93.81	1.6%	\$49.47	2.0%	4.2%	2.2%	2.6%

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

**Three Month Occupancy Outlook for South Carolina**

		Mar 2019	Apr 2019	May 2019
STR, Inc. <i>As of February 2019</i>	Occupancy Forecast	69.6%	70.8%	66.0%
	% Chg vs same month in previous year	-0.5%	-1.0%	-0.9%

Source: STR, Inc.